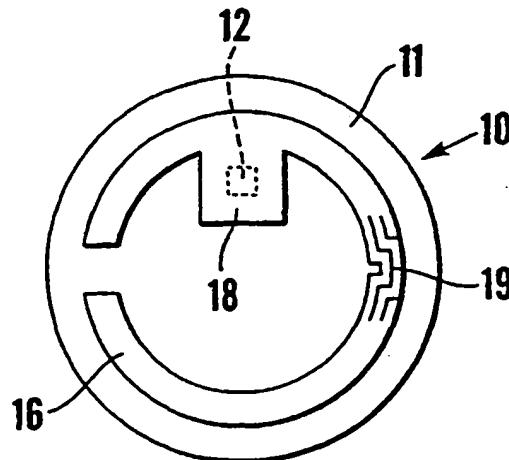


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9915331.4 30 June 1999 (30.06.1999) GB(71) Applicant (for all designated States except US): **WORLD GOLF SYSTEMS LTD [GB/GB]**; Canada House, 272 Field End Road, Eastcote, Middlesex HA4 9NA (GB).

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(57) Abstract: A golf ball having an identification device (10) embedded in it comprises an aerial (14) and a coded chip (12), which are associated with a resilient member (16) arranged to dampen shock from impact. The resilient member is in the form of a diaphragm (16), to which the chip (12) and aerial (14) are separately connected. The above components, mounted on an insulating plate (11), are moulded in a capsule (20) which is then placed at the centre of a golf ball core.

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